

## KTVO-TV/NTVO-TV

### STATEMENT OF POLICY ON POLITICAL ADVERTISING

It is the intention of KTVO-NTVO (TV) to comply fully with all applicable laws and regulations relating to the use of the Station by legally qualified candidates for public office. Our policies regarding political broadcasting are designed to meet all legal requirements. However, to the extent permitted by law, KTVO-NTVO (TV) reserves the right to modify this policy at any time. This policy is provided for general information, and is not intended to be a part of any advertising contract. Any advertising contract is governed by law and by its own terms.

**CANDIDATES FOR FEDERAL OFFICE.** We afford legally qualified candidates for federal elective office reasonable access to KTVO-NTVO (TV) by permitting the purchase of reasonable amounts of time for the use of KTVO-NTVO (TV). While KTVO-NTVO (TV) does not offer *free* time for political advertising, it makes available for purchase by federal candidates any class of time and time period available to commercial advertisers. In addition, federal candidates may purchase any length of time that KTVO-NTVO (TV) determines, on a case-by-case basis, is consistent with law and FCC rules. KTVO-NTVO (TV) has no predetermined limitations on the amount of time a federal candidate may purchase, on the time of day in which his/her announcements may appear or on the length of time requested.

KTVO-NTVO (TV) intends to work individually with each federal candidate in an effort to meet his or her needs. In determining what constitutes "reasonable" access, we consider such factors as the amount of time the candidate has already purchased and/or used, the total number of candidates in the race who are likely to buy time, the overall demand for political advertising on KTVO-NTVO (TV), and potential programming disruption.

**STATE AND LOCAL RACES.** It is the policy of KTVO-NTVO (TV) to keep its viewers informed of opposing candidates' viewpoints in state and local elections. Generally, KTVO-NTVO (TV) also sells airtime to legally qualified candidates for non-federal public office. However, KTVO-NTVO (TV) reserves the right to determine the amount of advertising that it will sell to state and local candidates. Some of the factors we consider in making these decisions include the number and importance of state and local races, the constraints imposed by KTVO-NTVO (TV)'s obligation to afford reasonable access to federal candidates, the availability of inventory, and potential programming disruption. KTVO-NTVO (TV) may choose not to sell time at all for certain state and local races, or to limit the sale of time to state and local candidates to certain programs or dayparts.

**RATES FOR CANDIDATES.** During the period 45 days preceding a primary or primary run-off election and during the period 60 days preceding a general or special election, the charges for use of KTVO-NTVO (TV) by legally qualified candidates running in that election are not, under federal law, permitted to exceed the lowest unit charge of KTVO-NTVO (TV) for the same class and length of announcement for the same time period. Whether a candidate is entitled to the lowest unit charge for a particular spot depends on when the spot airs, not when the order is accepted.

The rates shown on the Station's political rate card during the period to which the lowest unit rate rules apply represent an estimate of the lowest unit rate applicable to a particular time period and class of commercial inventory. Candidates entitled to the lowest unit rate will ultimately be charged the lowest unit rate regardless of whether it is higher or lower than the estimated amount. In the event the estimated amount exceeds the lowest unit rate, the Station will rebate the excess payment to the candidate or credit that amount toward a further time purchase should the candidate so desire. In the event the estimated amount is less than the lowest unit rate, the candidate will be required to pay the shortfall; provided, the Station will use commercially reasonable efforts to inform the candidate of the likelihood of any such anticipated shortfall at least 48 hours in advance of the airing of any use with respect to which the lowest unit rate to be charged for such use exceeds the estimate therefore by more than 25 percent.

In the case of a candidate for federal office, such candidate shall not be entitled to receive the lowest unit charge unless the candidate provides a written certification to KTVO-NTVO (TV) that the candidate (and any authorized committee of the candidate) shall not make any direct reference to another candidate for the same

office in any broadcast unless at the end of such broadcast there appears simultaneously, for a period of no less than four (4) seconds, (i) a clearly identifiable photographic or similar image of the candidate; and (ii) a clearly readable printed statement identifying the candidate and stating that the candidate has approved the broadcast and that the candidate's authorized committee paid for the broadcast. In addition, any candidate who provides such a certification, but nonetheless makes a broadcast which does not meet the disclosure requirements referenced above, shall thereafter not be entitled to receive the lowest unit charge.

At times when the lowest unit charge is not applicable, the charges for use of KTVO-NTVO (TV) by legally qualified candidates may not exceed the charges made for comparable use of KTVO-NTVO (TV) by other advertisers.

Lowest unit charges during the pre-election periods apply only to "uses" by legally qualified candidates. A "use" is defined as "any positive broadcast of a candidate's voice or picture." Lowest unit charge does not apply to third party or independent expenditure advertising, even if the advertisement constitutes a "use," unless the advertisement is authorized by the candidate. The "use" must be sponsored by the candidate (or if not sponsored by the candidate, must be authorized by the candidate) to qualify for lowest unit charge.

**AGENCY PLACEMENT AND DIRECT PLACEMENT.** Except for spots sold by the Station's rep firm, KTVO-NTVO (TV)'s lowest unit charge is based on the gross rate to KTVO-NTVO (TV). Thus, for example, if KTVO-NTVO (TV)'s commissionable lowest unit charge for a particular advertisement is \$100, and a recognized agency books a spot on behalf of a legally qualified candidate who is entitled to the lowest unit charge, KTVO-NTVO (TV) will net \$85 from the sale of that spot (\$100 less the normal 15% agency commission). KTVO-NTVO (TV)'s lowest unit charge for a spot of the same class, length and time period will therefore be \$85 for candidates who wish to make a "direct" buy.

**TYPES OF ADVERTISING SCHEDULES.** We are pleased to work with candidates and their representatives to ensure that the candidate is aware of and is able to make any purchase of time available to commercial advertisers, according to the schedule the candidate believes would be most advantageous. It is our policy to assist candidates in making informed judgments as to their time purchases by alerting them to the full range of options available. For that purpose, we provide the following information on the various types of purchases KTVO-NTVO (TV)'s advertisers may make:

**Length of Announcements.** Generally, KTVO-NTVO (TV) makes available for purchase airtime in the following lengths: 60 seconds, 30 seconds, 15 seconds, and 10 seconds. [Our rates are based on a 30-second spot. Thus, the rate for a 60-second spot is twice the 30-second spot rate, the rate for a 15-second spot is 65% the 30-second spot rate, and a 10-second spot is 50% the 30-second spot rate.] As stated above, KTVO-NTVO (TV) will make other lengths of time available to candidates for federal office on a case-by-case basis, consistent with law and FCC rules.

**Classes of Time.** Generally, KTVO-NTVO (TV) makes available the following classes of time:

- **Fixed Level 1 (P1):** These spots run little risk of preemption at the scheduled time or during a set time period, except in the event of unforeseen program changes, sell out or technical difficulties. Fixed spots constitute KTVO-NTVO (TV)'s highest-priced class of time.
- **Preemptible Level 2 (P2):** Spots of this level are generally preempted only to run fixed or candidate-only spots. The likelihood of clearance of this level of preemptible spot, therefore, is relatively high.
- **Preemptible Level 3 (P3):** Spots of this level may be preempted to run Preemptible Level 2 spots, fixed spots or candidate-only spots. Thus, the likelihood of clearance of Preemptible Level 3 spots is somewhat lower than for higher-priced classes of time.
- **Immediately Preemptible (P4):** These spots are always immediately preemptible at any time prior to airing with no guarantee that the Station will attempt to notify the advertiser of

the preemption. P4 spots may be preempted at any time to accommodate the airing of any spots purchased in a higher class.

The likelihood of preemption of the various classes of time is generally consistent with the following chart. However, these percentages can change. If the chances of preemption vary significantly from the values listed below, the Station will offer its best, good faith estimate of the likelihood of preemption of various classes of spots when inquiries are made.

<i>Class of Time</i>	<i>Likelihood of Preemption</i>
P1	20%
P2	40%
P3	60%
P4	80%

- **Time Periods.** Individual spots sold in most classes of time can be scheduled to run in many different time periods or programs or combinations of time periods or programs. Generally, the prices of spots increase during time periods or programs of high audience levels or high advertiser demand. Spots restricted to narrower rotations or specific programs will generally cost more than spots scheduled to run in broader time periods. For example, spots scheduled to air during a particular hour or half-hour (e.g., 5:00 p.m. - 5:30 p.m.; 8:00 p.m. - 9:00 p.m.) will generally cost more than spots scheduled to run at any time within the entire daypart (e.g., 3:00 p.m. - 7:00 p.m.; 8:00 p.m. - 12:00 midnight). Spots scheduled to air during a particular program will generally cost more than spots scheduled to run at any time during several programs.
- **Weekly Rotators.** KTVO-NTVO (TV) offers to its advertisers various "weekly rotators" by which advertisers may purchase a certain number of spots per week, to be aired at any time within a particular part of the day during that week. As with individual spots, generally, the narrower the rotation, the higher the price of spots within weekly rotators. Since the Station has discretion to schedule spots within weekly rotators over an entire week (within the specified dayparts), spots within weekly rotators generally cost less than spots purchased to air on a fixed date or dates. Spots within weekly rotations are sold in the following classes: P1, P2, P3, and P4.

Custom schedules can also be arranged. Please ask if you would like to discuss other options.

- **Package Plans.** At any point in time, the Station offers a number of specialized and/or individually negotiated packages to its advertisers. These packages allow the Station's clients to reach their intended audiences in the most cost-effective way. These packages may, for example, include spots in a number of different programs or dayparts, combinations of fixed and preemptible spots, and so on. Other packages may be time and/or event specific, such as weekend sports broadcasts.

During the pre-election "lowest unit rate" periods, legally qualified candidates may purchase such packages at the lowest price at which such packages are sold to commercial advertisers. In addition, during the pre-election "lowest unit rate" periods, legally qualified candidates may purchase any portion of a package at the package rate, without being required to purchase all parts of the package. For spots airing during a pre-election "lowest unit rate" period, whenever a spot rate included in a package plan is less than the lowest unit rate for the particular length, class and time period in which it is scheduled, the package rate becomes the new lowest unit rate for the same class of time in the same time period. The Station will allocate the costs of spots of different classes included in package plans to reflect their true value, in accordance with the policies of the FCC.

- **Audience Delivery Guarantees.** From time to time, KTVO-NTVO (TV) sells advertising to its clients with a guarantee that the audience level for the programs or dayparts in which

the spots are aired will meet or achieve a predesignated level. In such instances, where the guaranteed audience level is not achieved, the Station provides the advertiser with make good spots to make up the shortfall. Legally qualified candidates may purchase advertising on this basis. Candidates are advised, however, that in most cases the ratings information necessary to determine whether a guaranteed audience level has been achieved will not be available until after the election.

- **Current rate information** for all of the lengths, classes of time, packages, and rotators offered by KTVO-NTVO (TV) is provided to each person who requests information regarding political advertising on KTVO-NTVO (TV). In addition to the current "going rates," the Station also will provide its best, good faith estimate of the lowest unit rates upon any request for information.
- **Make Goods.** It is the policy of KTVO-NTVO (TV) to offer all political candidates "make goods," prior to the election, for candidate "use" spots that are preempted if KTVO-NTVO (TV) has offered time-sensitive make goods for the same class of time to any commercial advertiser within the past year. KTVO-NTVO (TV) cannot guarantee, however, that time-sensitive make goods can be provided in the time period or rotation originally ordered. If inventory constraints make identical scheduling impossible, KTVO-NTVO (TV) will offer make goods of equivalent value. If these are not acceptable to the candidate, KTVO-NTVO (TV) will provide credits or refunds for preempted spots.
- **News and Election Day.** KTVO-NTVO (TV) does accept political advertising during newscasts. KTVO-NTVO (TV) does not have a news adjacency class of time. KTVO-NTVO (TV) does accept political advertising on election day.

**PREREQUISITES TO BROADCAST.** For each political time order, an NAB political broadcast form must be at KTVO-NTVO (TV) or KTVO-NTVO (TV)'s representative's office at least 72 hours prior to broadcast. Copies of the current NAB form are available upon request. Tapes must be at KTVO-NTVO (TV) at least 24 hours in advance of their first scheduled airing, or no later than close of business Thursday for weekend airing. However, we will do our best to accommodate federal candidates' requests for reasonable access regardless of notice.

**SPONSORSHIP IDENTIFICATION.** Under the rules of the Federal Communications Commission and the Federal Election Commission, a sponsorship identification announcement must be given revealing who paid for or sponsored an announcement or program. Candidates and their committees (or an outside party paying for the broadcast) must disclose the true identity of the person or entity by whom or on whose behalf payment is made. If a political announcement does not contain proper sponsorship identification, the Station is required to insert the required sponsorship identification before allowing the spot to air. Since all advertisements must be limited to the amount of time purchased, spots lacking the required identification may be partially overdubbed. If KTVO-NTVO (TV) is required to perform such production, normal production charges will be assessed.

**PREPAYMENT AND CREDIT.** All political orders, whether direct from the candidate or through a recognized advertising agency, are subject to normal KTVO-NTVO (TV) credit policies. Candidates who wish to apply for credit should allow ample time for processing of the credit application. Unless credit is extended, advance payments must be made at least seven (7) days prior to the first scheduled broadcast of the flight. Federal candidates cannot be required to pay more than seven (7) days in advance. Regardless of these policies, we will do our best to meet the reasonable needs of federal candidates for access immediately before the election.

**PRODUCTION FACILITIES.** KTVO-NTVO (TV) will make its production facilities available to candidates and their representatives. All inquiries or requests concerning production time and facilities should be made through your sales representative or KTVO-NTVO (TV)'s production department. Production rates are established on an hourly basis and can be affected by the type and amount of equipment and personnel required for a particular job.

**POLITICAL FILE.** We maintain a political file of all requests for broadcast time made by or on behalf of candidates for public office, together with materials showing the disposition made by KTVO-NTVO (TV) of each such request, any charges made if the request was granted, and the lengths, classes, and dayparts purchased. The political file is available for public inspection during regular business hours at KTVO-NTVO (TV)'s main studio. We retain the records in our political file for a period of two years. If you have any questions about our political file, please do not hesitate to ask.

**LIST OF OFFICERS AND DIRECTORS REQUIRED.** KTVO-NTVO (TV) requires a committee, association, or group that is purchasing political advertising to furnish KTVO-NTVO (TV) with a list of its chief executive officers, members of its executive committee, or members of its board of directors. Such lists must be furnished before KTVO-NTVO (TV) will grant a request for time. These lists will be available for public inspection at KTVO-NTVO (TV)'s main studio during regular business hours. These records will be retained in the political file for two years.

**PLACING ORDERS.** The following persons are available to assist candidates with their television advertising on KTVO-NTVO (TV):

Carol Kellum	General Manager	<a href="mailto:ckellum@abgtv.com">ckellum@abgtv.com</a>	660-627-3333
Katie Cagle	National Sales Assistant	<a href="mailto:kcagle@abgtv.com">kcagle@abgtv.com</a>	660-626-5817

**KTVO**  
Effective: 6/20/14-6/30/14  
All rates listed are :30  
:15's are 85% of :30 rate  
:60's are 200% of :30 rate  
Political Rate Card Primary

Time Period	Program	P1	P2	P3	P4
<b>MORNING</b>					
M-F 430a-5a	Ag Day	\$ 100.00	\$ 40.00	\$ 15.00	\$ 5.00
M-F 530-7a	Good Morning Heartland	\$ 415.00	\$ 165.00	\$ 65.00	\$ 25.00
M-F 630-6a	Good Morning Heartland -	\$ 160.00	\$ 65.00	\$ 25.00	\$ 10.00
M-F 6-630a	Good Morning Heartland -	\$ 360.00	\$ 225.00	\$ 90.00	\$ 35.00
M-F 630-7a	Good Morning Heartland -	\$ 725.00	\$ 290.00	\$ 115.00	\$ 45.00
M-F 7a-9a	Good Morning America	\$ 625.00	\$ 250.00	\$ 100.00	\$ 40.00
<b>DAYTIME</b>					
M-F 8a-10a	Live with Kelly	\$ 190.00	\$ 65.00	\$ 25.00	\$ 10.00
M-F 10a-11a	The View	\$ 250.00	\$ 100.00	\$ 40.00	\$ 15.00
M-F 11a-12p	Dr. Oz	\$ 160.00	\$ 65.00	\$ 25.00	\$ 10.00
M-F 12p-1p	The Chew	\$ 100.00	\$ 40.00	\$ 15.00	\$ 5.00
M-F 1p-2p	General Hospital	\$ 100.00	\$ 40.00	\$ 15.00	\$ 5.00
M-F 2p-3p	Jeopardy	\$ 160.00	\$ 65.00	\$ 25.00	\$ 10.00
<b>EARLY FRINGE</b>					
M-F 3-4p	Dr. Phil	\$ 100.00	\$ 40.00	\$ 15.00	\$ 5.00
M-F 4-5p	Ellen	\$ 160.00	\$ 65.00	\$ 25.00	\$ 10.00
<b>EARLY NEWS</b>					
M-F 515-530p	KTVO News at 5PM	\$ 780.00	\$ 315.00	\$ 125.00	\$ 50.00
M-F 615-630p	KTVO Evening News	\$ 1,660.00	\$ 625.00	\$ 250.00	\$ 100.00
<b>PRIME ACCESS</b>					
M-F 630p-7p	Wheel of Fortune	\$ 1,075.00	\$ 430.00	\$ 175.00	\$ 70.00
<b>PRIME TIME</b>					
Mon 7-9p	Bachelor/Dancing with the	\$ 1,580.00	\$ 625.00	\$ 250.00	\$ 100.00
Mon 8-10pm	Castle	\$ 1,660.00	\$ 625.00	\$ 250.00	\$ 100.00
Tue 7-9pm	Extreme Makeover	\$ 1,580.00	\$ 625.00	\$ 250.00	\$ 100.00
Tue 7-8pm	Marvel's Agents of SHIELD	\$ 1,400.00	\$ 560.00	\$ 225.00	\$ 90.00
Tue 8-9pm	The Goldbergs/Trophy Wife	\$ 1,580.00	\$ 625.00	\$ 250.00	\$ 100.00
Tue 9-10pm	Mind Games	\$ 1,660.00	\$ 625.00	\$ 250.00	\$ 100.00
Wed 7-8pm	Middle/Suburgatory	\$ 2,325.00	\$ 930.00	\$ 375.00	\$ 150.00
Wed 8-9pm	Modern Family/Super Fun	\$ 2,325.00	\$ 930.00	\$ 375.00	\$ 150.00
Wed 9-10pm	Nashville	\$ 1,580.00	\$ 625.00	\$ 250.00	\$ 100.00
Thur 7-8pm	Once Upon a Time	\$ 1,580.00	\$ 625.00	\$ 250.00	\$ 100.00
Thur 8-9pm	Grey's Anatomy	\$ 1,580.00	\$ 625.00	\$ 250.00	\$ 100.00
Thur 9-10pm	Scandal	\$ 1,580.00	\$ 625.00	\$ 250.00	\$ 100.00
Fri 7-8pm	Last Man Standing/The No	\$ 1,580.00	\$ 625.00	\$ 250.00	\$ 100.00
Fri 8-9pm	Shark Tank	\$ 1,580.00	\$ 625.00	\$ 250.00	\$ 100.00
Fri 9-10pm	20/20	\$ 1,580.00	\$ 625.00	\$ 250.00	\$ 100.00
Sat 7-10pm	ABC Movie of the Week/Ol	\$ 780.00	\$ 315.00	\$ 125.00	\$ 50.00
Su 6-7pm	AFHV	\$ 1,580.00	\$ 625.00	\$ 250.00	\$ 100.00
Su 7-8pm	Once Upon a Time	\$ 1,580.00	\$ 625.00	\$ 250.00	\$ 100.00
Su 8-9pm	Revenge	\$ 1,580.00	\$ 625.00	\$ 250.00	\$ 100.00
Su 9-10pm	Resurrection	\$ 1,580.00	\$ 625.00	\$ 250.00	\$ 100.00
<b>LATE NEWS</b>					
M-F Late News 1015	M-F KTVO Late News	\$ 1,675.00	\$ 750.00	\$ 300.00	\$ 125.00
Sa, 1015-1030p	KTVO Late News Saturday	\$ 1,400.00	\$ 560.00	\$ 225.00	\$ 90.00
Su 1015-1030p	KTVO Late News Sunday	\$ 1,560.00	\$ 625.00	\$ 250.00	\$ 100.00
<b>LATE FRINGE</b>					
M-F 1035p-1135p	Jimmy Kimmel	\$ 250.00	\$ 100.00	\$ 40.00	\$ 15.00
M-F 1135p-1200a	Nightline	\$ 100.00	\$ 40.00	\$ 15.00	\$ 5.00
<b>WEEKEND</b>					
Sa 5a-6a	US Farm Report	\$ 100.00	\$ 40.00	\$ 15.00	\$ 5.00
Sa 6a-830a	Outdoorsman w/ Buck Mo	\$ 100.00	\$ 40.00	\$ 15.00	\$ 5.00
Sa 7a-8a GMA	Good Morning America	\$ 260.00	\$ 100.00	\$ 40.00	\$ 15.00
Sa 830p-9p	Outdoorsman w/ Buck Mo	\$ 260.00	\$ 100.00	\$ 40.00	\$ 15.00
Sa 9p-930p	Bloopers	\$ 100.00	\$ 40.00	\$ 15.00	\$ 5.00
Sa 930p-7p	Wheel of Fortune	\$ 400.00	\$ 160.00	\$ 65.00	\$ 25.00
Sa 1030p-1230a	Sat. Night Movie	\$ 260.00	\$ 100.00	\$ 40.00	\$ 15.00
Sa 1230a-130a	Ring of Honor	\$ 260.00	\$ 100.00	\$ 40.00	\$ 15.00
Su 6a-7a	This Week In Agri Business	\$ 250.00	\$ 100.00	\$ 40.00	\$ 15.00
Su 7a-8a GMA	Good Morning America	\$ 260.00	\$ 100.00	\$ 40.00	\$ 15.00
Su 8a-9a	This Week	\$ 250.00	\$ 100.00	\$ 40.00	\$ 15.00
Su 9a-10a	Straight From the Heart	\$ 250.00	\$ 100.00	\$ 40.00	\$ 15.00
Su 11a-1130a	Hollywood News Report	\$ 250.00	\$ 100.00	\$ 40.00	\$ 15.00
Su 5p-630p	Alliant Energy Powerhouse	\$ 180.00	\$ 65.00	\$ 25.00	\$ 10.00
Su 1030p-1130p	Private Practice	\$ 250.00	\$ 100.00	\$ 40.00	\$ 15.00
Su 1130p-1230x	Private Practice	\$ 250.00	\$ 100.00	\$ 40.00	\$ 15.00
<b>SPORTS - Dates TBA</b>					
Saturday 6p-1030p	Nascar	\$ 625.00	\$ 250.00	\$ 100.00	\$ 40.00
Saturday 11a-230p	College Football	\$ 400.00	\$ 160.00	\$ 65.00	\$ 15.00
Saturday 230p-6p	College Football	\$ 400.00	\$ 160.00	\$ 65.00	\$ 15.00
Saturday 7p-1030p	College Football - Prime	\$ 1,150.00	\$ 460.00	\$ 185.00	\$ 50.00

Revised 6/20/14

**NTVO**  
**Effective: 6/20/14-8/31/14**  
**All rates listed are :30**  
**:15's are 65% of :30 rate**  
**:60's are 200% of :30 rate**  
**Political Rate Card Primary**

Time Period	Program	P1	P2	P3	P4
<b>MORNING</b>					
M-F 5a-530a	Ag Day	\$ 100.00	\$ 40.00	\$ 15.00	\$ 5.00
M-F 6a-7a	CBS Morning News	\$ 100.00	\$ 40.00	\$ 15.00	\$ 5.00
M-F 7a-9a	The Early Show	\$ 100.00	\$ 40.00	\$ 15.00	\$ 5.00
<b>DAYTIME</b>					
M-F 9a-10a	The Test/Dr Oz	\$ 250.00	\$ 100.00	\$ 40.00	\$ 15.00
M-F 10a-11a	The Price Is Right	\$ 150.00	\$ 60.00	\$ 25.00	\$ 10.00
M-F 11a-12p	The Young and the Restless	\$ 250.00	\$ 100.00	\$ 40.00	\$ 15.00
M-F 12p-1230p	Divorce Court	\$ 250.00	\$ 100.00	\$ 40.00	\$ 15.00
M-F 1230p-1p	The Bold and the Beautiful	\$ 250.00	\$ 100.00	\$ 40.00	\$ 15.00
M-F 1p-2p	The Talk	\$ 250.00	\$ 100.00	\$ 40.00	\$ 15.00
M-F 2p-3p	Let's Make A Deal	\$ 250.00	\$ 100.00	\$ 40.00	\$ 15.00
<b>EARLY FRINGE</b>					
M-F 3p-4p	Steve Harvey	\$ 250.00	\$ 100.00	\$ 40.00	\$ 15.00
M-F 4p-5p	Dr. Phil	\$ 250.00	\$ 100.00	\$ 40.00	\$ 15.00
M-F 5p-6p	Dr. Oz/Rachel Ray	\$ 250.00	\$ 100.00	\$ 40.00	\$ 15.00
<b>EARLY NEWS</b>					
M-F 6p-630p	CBS Evening News with Katie Couric	\$ 375.00	\$ 150.00	\$ 60.00	\$ 25.00
M-F 645p-7p	KTVO Evening News	\$ 375.00	\$ 150.00	\$ 60.00	\$ 25.00
<b>PRIME TIME</b>					
Mon 7-8pm	How I Met Your Mother/2 Broke Girls	\$ 1,550.00	\$ 625.00	\$ 250.00	\$ 100.00
Mon 8-9pm	Mike & Molly/Mom	\$ 1,550.00	\$ 625.00	\$ 250.00	\$ 100.00
Mon 9-10pm	Intelligence	\$ 1,550.00	\$ 625.00	\$ 250.00	\$ 100.00
Tue 7-8pm	NCIS	\$ 1,550.00	\$ 625.00	\$ 250.00	\$ 100.00
Tue 8-9pm	NCIS: Los Angeles	\$ 1,550.00	\$ 625.00	\$ 250.00	\$ 100.00
Tue 9-10pm	Person of Interest	\$ 1,550.00	\$ 625.00	\$ 250.00	\$ 100.00
Wed 7-8pm	Survivor/Big Brother	\$ 1,550.00	\$ 625.00	\$ 250.00	\$ 100.00
Wed 8-9pm	Criminal Minds	\$ 1,550.00	\$ 625.00	\$ 250.00	\$ 100.00
Wed 9-10pm	CSI: NY	\$ 1,550.00	\$ 625.00	\$ 250.00	\$ 100.00
Thur 7-8pm	The Big Bang Theory/The Millers	\$ 1,550.00	\$ 625.00	\$ 250.00	\$ 100.00
Thur 8-9pm	The Crazy Ones/Two and a Half Men	\$ 1,550.00	\$ 625.00	\$ 250.00	\$ 100.00
Thur 9-10pm	Elementary	\$ 1,550.00	\$ 625.00	\$ 250.00	\$ 100.00
Fri 7-8pm	Undercover Boss	\$ 780.00	\$ 315.00	\$ 125.00	\$ 50.00
Fri 8-9pm	Hawaii Five-O	\$ 780.00	\$ 315.00	\$ 125.00	\$ 50.00
Fri 9-10pm	Blue Bloods	\$ 1,550.00	\$ 625.00	\$ 250.00	\$ 100.00
Sat 7p-8p	Comedytime Saturday	\$ 1,150.00	\$ 460.00	\$ 185.00	\$ 75.00
Sat 8-9p	Crimetime Saturday	\$ 1,150.00	\$ 460.00	\$ 185.00	\$ 75.00
Sat 9-10pm	48 Hours Mystery	\$ 1,150.00	\$ 460.00	\$ 185.00	\$ 75.00
Su 6-7pm	60 Minutes	\$ 1,550.00	\$ 625.00	\$ 250.00	\$ 100.00
Su 7-8pm	Amazing Race/Big Brother	\$ 1,550.00	\$ 625.00	\$ 250.00	\$ 100.00
Su 8-9pm	The Good Wife	\$ 1,550.00	\$ 625.00	\$ 250.00	\$ 100.00
Su 9-10pm	The Mentalist	\$ 1,550.00	\$ 625.00	\$ 250.00	\$ 100.00
<b>LATE FRINGE</b>					
M-F 10p-1030p	Access Hollywood	\$ 100.00	\$ 40.00	\$ 15.00	\$ 5.00
M-F 1030p-1035p	KTVO WX Update	\$ 100.00	\$ 40.00	\$ 15.00	\$ 5.00
M-F 1035p-1137p	Late Show with David Letterman	\$ 100.00	\$ 40.00	\$ 15.00	\$ 5.00
M-F 1137p-1237x	Late Late Show with Craig Ferguson	\$ 100.00	\$ 40.00	\$ 15.00	\$ 5.00
<b>WEEKEND</b>					
Sa 530a-6a	House Stories	\$ 100.00	\$ 40.00	\$ 15.00	\$ 5.00
Sa 6a-630a	Bob Vila	\$ 100.00	\$ 40.00	\$ 15.00	\$ 5.00
Sa 630a-7a	Real Green	\$ 100.00	\$ 40.00	\$ 15.00	\$ 5.00
Sa 8a-10a	The Early Show	\$ 100.00	\$ 40.00	\$ 15.00	\$ 5.00
Sa 630p-6p	CBS Evening News	\$ 375.00	\$ 150.00	\$ 60.00	\$ 25.00
Sa 6p-7p	Access Hollywood	\$ 100.00	\$ 40.00	\$ 15.00	\$ 5.00
Sa 10p-11p	Chile's Specials	\$ 250.00	\$ 100.00	\$ 40.00	\$ 15.00
Sa 11p-12x	Ring of Honor	\$ 250.00	\$ 100.00	\$ 40.00	\$ 15.00
Su 530a-6a	Laura McKenzie's Traveler	\$ 100.00	\$ 40.00	\$ 15.00	\$ 5.00
Su 6a-630a	Game Time	\$ 100.00	\$ 40.00	\$ 15.00	\$ 5.00
Su 630a-7a	Bloopers	\$ 100.00	\$ 40.00	\$ 15.00	\$ 5.00
Sun 6a-930a	CBS News Sunday Morning	\$ 100.00	\$ 40.00	\$ 15.00	\$ 5.00
Sun 930a-1030a	Face the Nation	\$ 100.00	\$ 40.00	\$ 15.00	\$ 5.00
Sun 530p-6p	CBS Evening News	\$ 375.00	\$ 150.00	\$ 60.00	\$ 25.00
Sun 10p-11p	Castle	\$ 100.00	\$ 40.00	\$ 15.00	\$ 5.00
Sun 11p-12x	Castle	\$ 100.00	\$ 40.00	\$ 15.00	\$ 5.00
<b>SPORTS - Dates TBA</b>					
Thursday 7p-10p	NFL on CBS - Thursday	\$ 940.00	\$ 375.00	\$ 150.00	\$ 60.00
Sunday 12p-330p	NFL on CBS - Sunday Game #1	\$ 940.00	\$ 375.00	\$ 150.00	\$ 60.00
Sunday 330p-6p	NFL on CBS - Sunday Game #2	\$ 940.00	\$ 375.00	\$ 150.00	\$ 60.00
Saturday 11a-230p	College Football	\$ 250.00	\$ 100.00	\$ 40.00	\$ 15.00
Saturday 230p-3p	College Football	\$ 250.00	\$ 100.00	\$ 40.00	\$ 15.00
Saturday 7p-1030p	College Football - Prime	\$ 780.00	\$ 312.50	\$ 125.00	\$ 50.00
TBA	US Open	\$ 400.00	\$ 160.00	\$ 65.00	\$ 25.00
TBA	Golf on CBS	\$ 400.00	\$ 160.00	\$ 65.00	\$ 25.00

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
-----------------------	-------

I, Meredith Kaufman  
do hereby request station time concerning the following issue:

DSCC-IE
---------

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	AS ORDERED				

This broadcast time will be used by: DSCC-IE



**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."  
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☒ Yes

☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL  
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished  
by (name and address):

and you are authorized to announce the time as paid for by such person or entity  
(hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of  
directors below (or attach separately):

DSLC-IE Martha McKenna, Director IE  
4303 Capitol Street NE  
Washington, DC 20003

**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.**

**TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)**

6/3/2014  
Date

[Signature]  
Signature

202-338-8700  
Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

## AGREED UPON SCHEDULE

**For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance**

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

Attach proposed schedule with charges (if available):

## AFTER AIRING OF BROADCASTS:

Attach Invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual time the rate for spots "communicating a political matter of national importance" air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that and rates for specific spots aired. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.



**PAID POLITICAL  
BROADCAST AVAIL REQUEST**

<b>TO:</b>	Carol Kellum	<b>STATION:</b>	KTVO NTVO
<b>FROM:</b>	Brian Smith	<b>HRP OFFICE:</b>	WASHINGTON, DC

**REQUEST RECEIVED FROM**

**DATE:** 9/19/14

<b>BUYER:</b>	Meredith Kaufman
<b>AGENCY:</b>	Great American Media
<b>ADDRESS:</b>	3050 K Street, NW Suite 100, Washington, DC 20007
<b>PHONE #:</b>	(202) 338-8700
<b>FAX #:</b>	(202) 338-2334
<b>OTHER:</b>	

**AVAILS FOR**

<b>COMMITTEE:</b>	Democratic Senatorial Campaign Committee
<b>CHAIRPERSON:</b>	Martha McKennan - Director
<b>TREASURER:</b>	
<b>ADDRESS:</b>	4303 Capitol Street NE, Washington DC 20003
<b>PHONE #:</b>	202-224-2447
<b>FAX #:</b>	202-969-0354
<b>OTHER:</b>	

**FOR**

<b>ISSUE:</b>	DSCC
<b>OFFICE:</b>	
<b>PARTY:</b>	Democrat

<b>DAYPARTS:</b>	All
<b>SCHEDULE DATES:</b>	As ordered
<b>COMMERICAL LENGTH:</b>	:30
<b>PROGRAMS:</b>	All
<b>PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE</b>	

## ORDER



KTVO CBS 3.2

**Orders**  
**Order / Rev:** 7383133  
**Alt Order #:** 07383133  
**Product Desc:** DSCC IE  
**Estimate:** 2777  
**Flight Dates:** 10/14/14 - 10/20/14  
**Original Date / Rev:** 09/22/14 / 09/22/14  
**Order Type:** GENERAL  
**Primary AE:** HRP HRP-Washington DC  
**Sales Office:** HRPDC  
**Sales Region:** NAT

**Agency**  
**Name:** Great American Media  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St NW Ste 100  
 Washington, DC 20007  
**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Democratic Senate Campaign Commit  
**Demographic:** A35+  
**Product Codes:** PL Advocacy  
**Priority:** P-2  
**Revenue Codes:** AGY, Political, Political Issue  
**New Business Thru:** 01/01/00  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/29/14	10/20/14	12	\$2,715.00	\$2,307.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	12	\$2,715.00	\$2,307.75	0.00
<b>Totals</b>	<b>12</b>	<b>\$2,715.00</b>	<b>\$2,307.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
HRP HRP-Washington DC			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
KTVO CBS 3.2	14%	\$2,715.00
Market	100%	\$19,392.86

## Competitive Share

	Share	Total
AWOT	0%	\$0.00
CABLE	0%	\$0.00
KTVO	80%	\$15,514.29
KYOU	6%	\$1,163.57
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	NTVO	10/14/14	10/17/14	The Bold & The Beautiful	CM	12:30 PM-1:00 PM	-TWTF--	:30	2	\$100.00	P-2	0.00	NM	2	\$200.00
				The Bold & The Beautiful											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/14	10/19/14	-TWTF--		2				\$100.00		0.00			
E 2	NTVO	10/14/14	10/17/14	M-F 7a-9a The Early Show	CM	7:00 AM-9:00 AM	-TWTF--	:30	4	\$40.00	P-2	0.00	NM	4	\$160.00
				M-F 7a The Early Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/14	10/19/14	-TWTF--		4				\$40.00		0.00			
E 3	NTVO	10/17/14	10/17/14	Friday Prime A	CM	7:00 PM-8:00 PM	----1--	:30	1	\$315.00	P-2	0.00	NM	1	\$315.00
				Fri 7p-8p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/14	10/19/14	----1--		1				\$315.00		0.00			
E 4	NTVO	10/19/14	10/19/14		CM	12:00 PM-3:15 PM	-----1	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00

Order / Rev: 7383133  
 Alt Order #: 07383133  
 Flight Dates: 10/14/14 - 10/20/14

Advertiser: Democratic Senate Campaign Committee  
 Product Desc: DSCC IE  
 Estimate: 2777

KTVO CBS 3.2

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NFL Game 1															
NFL Game 1 (12:00 PM-3:15 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	-----1					1	\$375.00		0.00			
E 5	NTVO	10/19/14	10/19/14	NFL Game 2	CM	3:25 PM-6:30 PM	-----1	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
NFL Game 2 (3:25 PM-6:30 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	-----1					1	\$375.00		0.00			
E 6	NTVO	10/19/14	10/19/14	Sunday Prime A	CM	6:00 PM-7:00 PM	-----1	:30	1	\$625.00	P-2	0.00	NM	1	\$625.00
Sun 6p-7p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	-----1					1	\$625.00		0.00			
E 7	NTVO	10/14/14	10/14/14	Tuesday Prime B	CM	8:00 PM-9:00 PM	-1-----	:30	1	\$625.00	P-2	0.00	NM	1	\$625.00
Tue 8p-9p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	-1-----					1	\$625.00		0.00			
E 8	NTVO	10/20/14	10/20/14	M-F 7a-9a The Early Show	CM	7:00 AM-9:00 AM	1-----	:30	1	\$40.00	P-2	0.00	NM	1	\$40.00
M-F 7a The Early Show (7:00 AM-9:00 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/20/14	10/26/14	1-----					1	\$40.00		0.00			
													Totals	12	\$2,715.00

REP HEADLINE# 7383133  
\*\*\* ORIGINAL REV#0 \*\*\*

REP HEADLINE# 7383133  
\*\*\* ORIGINAL REV#0 \*\*\*

ADV # \_\_\_\_\_ ADV.

AGY # \_\_\_\_\_ AGY.

ORDER #

PRDCT DSC IE

FLIGHT DATES OCT14/15

CITY TAX

REP: NEW ORDER 9/1  
TTL \$ 2,715 @  
PLEASE CONFIR  
THANKS DEIDRE

CON CM \*\*\*\*\* THIS IS  
DSCC HE ISSUE

:LINE#:REP	:CD:	TIME PERIOD	:LGTH:	:SEC:	RATE	:START DATE:	:END DATE:	:SPTS/WK:	:WEEK INVT:	DAYS	:TOTL: SPTS:
AGENCY ADVERTISER CODE = 49 AGENCY PRODUCT CODE = 53 AGENCY EST# = 2777											
1		1230P-100P	30		\$100.00	10/14	10/17	2		TU-F	2
PROGRAM : BOLD AND BEAUTIFUL RA35+ : 0.8 CON COM1: BOLD AND BEAUTIFUL											
2		700A-900A	30		\$40.00	10/14	10/17	4		TU-F	4
PROGRAM : CBS THIS MORNING RA35+ : 0.5 CON COM1: CBS THIS MORNING											



SEP19/14 10.31  
\*\*\* NTVO-TV \*\*\*

SVC- NSI  
DEMOS- RA35+\*

REP HEADLINE# 7383133      REP: TEL# 703-528-9382      FAX# 703-516-9680  
\$\$\$ MOD# 0: APPROVED REV #0 \$\$\$      CREDIT ADVISORY: AGENCY CREDIT RISK !!!      HARRIS REPORT FROM STATION      SEP19/14 10.37  
ORDER WORKSHEET      \*\*\* NTVO-TV \*\*\*

ADV #      ADV. NAME      ISS/DSCC IE      REP.#      OFF.#      SALESMAN #  
AGY #      AGY. NAME      GREAT AMERICAN MEDIA      BUYER NAME      MEREDITH KAUFMAN

3050 K STREET NW - SUITE 100      SALES PRSN      WA-      BRIAN SMITH  
WASHINGTON,      DC      20007

ORDER #      CONTRACT #      7383133      CLASS:      NATL.      LOCAL      REGIONAL

PRDCT      DSCC IE      EST#      2777      COMMENTS:      (LINE, ORDER, INVOICE)

FLIGHT DATES      OCT14/14      OCT20/14      WK-1

CITY TAX      STATE TAX      CO-OP BILLING NEEDED      DATE      SEP19/14      10.37

CON CM      \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED.      CONTRACT SCHEDULED FOR GENERATION

DSCC IE ISSUE

CONTRACT TOTAL      \$2,715.00

TOTAL SPOTS      12